

## VITAL PEPS

# How to Post About Our Products

## *Quick rules before you post — 1-minute read*

**Hey! A few simple guidelines to keep your posts effective and worry-free. Stick to the green list below and you're good to go.**

### ✓ Your best angle: quality & trust

**The strongest, safest thing to lead with — all true, and none of it is a drug claim:**

- “The only company I trust for peptides.”
- 100% US-sourced.
- Every product is third-party tested for endotoxins and heavy metals.
- Vanguard COAs (certificates of analysis) available on every product.
- Shipment protection on every order.

### ✓ Also good to say

- How a product supports normal body function — energy, recovery, lean muscle, hydration, a youthful look, restful sleep.
- Example: *“Supports my energy and recovery as part of my routine.”*
- Keep it personal and lifestyle-focused — your routine, how you feel.
- Tag every post **#ad** (FTC requirement).
- Add this disclaimer: *“These statements have not been evaluated by the FDA; not intended to diagnose, treat, cure, or prevent any disease.”*
- On feed posts and Reels, use “link in bio” — a link in the caption isn't clickable there anyway. (Stories are different — see below.)

### ✓ Sharing your own experience

**Your personal story is some of the most powerful content you can post — just keep it honest and personal:**

- Speak in the first person about your own routine — “for me,” “I've noticed,” “since I started.”
- Keep it to how you feel and how it fits your day — steadier energy, better recovery, more restful sleep, staying hydrated.
- Only share what's actually true for you — the FTC requires testimonials to be genuine.
- Don't promise anyone else the same result or imply it fixed a health problem. Your experience is yours, and results vary from person to person.

Example: *“A few weeks into adding this to my routine and my post-workout recovery feels noticeably better — loving how it fits into my mornings.”*

## ✓ Instagram tip: linking in Stories

**Instagram Stories are the exception to the “link in bio” rule. Every account can add a clickable link sticker straight onto a Story — there’s no follower minimum anymore. Tap the sticker icon, choose “Link,” and paste your URL.**

- Point it at your Linktree so one tap gives people everything — shop, content, socials — in one place.
- Use your Linktree or our site link rather than a random link shortener (some get blocked).
- Stories still follow the same rules: tag it **#ad** and put the FDA disclaimer right on the Story. It disappears after 24 hours — the rules don’t.

## Copy-paste caption

***“The only company I trust for this — 100% US-sourced and third-party tested (COAs on everything). Loving how it fits into my routine and supports my energy and recovery. #ad Link in bio. These statements have not been evaluated by the FDA; not intended to diagnose, treat, cure, or prevent any disease.”***

## A few things to steer clear of

- Skip disease talk — no saying a product treats, cures, prevents, reverses, or fixes a condition.
- Skip drug names — Ozempic, Wegovy, semaglutide, tirzepatide, and “GLP-1” (TikTok flags it, which can affect your account).
- A few words to avoid: cure, treat, heal, reverse, “FDA approved,” guarantees, or “lose 20 lbs.”

## A quick note on wording

**No need to get creative with alt spellings, emojis, or symbols to slip past the platforms — they tend to catch it, and it can put your whole account at risk, not just the post. Easy rule of thumb: if a product can’t be described in plain, normal language, just share it by email or through our site instead.**

**Be thoughtful about what you post, and when in doubt, send me a caption first — takes 30 seconds.**

Thanks,

The Vital Peps Team